

COMMUNICATION BRIDGES
SPANNING
THE GRAND
CANYON GAP

COMMUNICATION BRIDGES
BETWEEN
PEOPLE AND
TECHNOLOGY

For Immediate Release

**PAC BELL INTERACTIVE TV ANNOUNCEMENT
BROUGHT HOME BY
COMMUNICATION BRIDGES VIDEO**

December 6, 1993 — Sausalito, CA — Pacific Bell's announcement on November 11th which entered that company into the multi-billion dollar battle for emerging interactive television markets was enhanced by a visionary video presentation written, produced and directed by Communication Bridges president and creative director, Jon Leland.

Leland said, "Everyone is talking about interactive television, but no one's seen it." For this reason, Pacific Bell commissioned an eight-minute video vision from Communication Bridges in order to show press and potential customers near-term possibilities that go beyond 500 channels of reruns and what Leland's script refers to as "video junk mail."

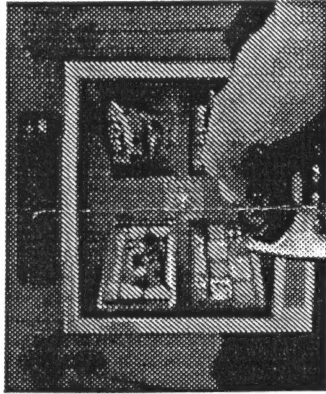
Created with an array of state-of-the-art computers, from Silicon Graphics 3-D systems to cutting edge desktop video Macs, and edited at Pacific Bell's own in-house Corporate Television facility, the video entitled "The New Network" has brought eye-opening "ah-ha's" from viewers who have recognized for the first time what interactive television might look like.

Following an opening live action vignette leading to a dream-like transition that makes clear that these are not yet real services, the video offers tastes of a variety of interactive options. In order to make the array of choices more understandable, Leland divided the content into unique quadrants that help define the four different types of services. They are: *Watch, Play, Learn and Shop.*

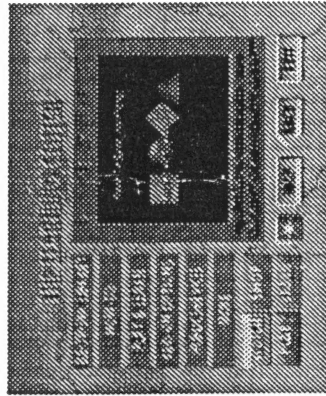
Communication Bridges is an exemplary source of videos, seminars and interactive media that help span the Grand Canyon Gap™ between people and technology. For more information, please contact Donna Nieddu at 415/331-3133.

"Scenes" from Pacific Bell's "The New Network" by Communication Bridges

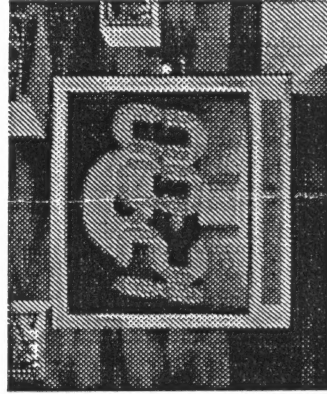
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ARE AVAILABLE ON REQUEST.)



Custom designed interactive
TV remote control



Sample Interface with
"Preview Window"



Flashing "12:00" over VCR
prior to emphasizing ease of use



"Falling" into the dream